**TPR – Direction for 2021 and beyond**

In 2020, we saw stores take big ground in running better operations and taking care of Customers. This is shown most notably in OTD, TPR score, and Google ratings. We ran better stores in 2020! Now it’s time to push the envelope on operations even further.

Our Mission is to be the best pizza company in the world by killing it on every detail of the Customer experience. Those are big shoes to fill, and we’ve got a fair amount of work to do to get there. One of the main ways we’ll strive for our Mission is to expect higher standards of ourselves and teams.

Below are the TPR targets for franchise and PPI locations. The targets are measured as the percentage of stores that score 90% or better.

**TPR Targets for 2021 – 2023**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Q1 2021 | Q2 2021 | Q3 2021 | Q4 2021 | 2022 | 2023 |
| % Zee stores > 90 TPR | 65% | 69% | 72% | 74% | 75% | 77% |
| % PPI stores > 90 TPR | 35% | 50% | 65% | 80% | 90% | 90% |

Below is a plan outline designed to help us achieve our objective in the following ways:

* Improved consistency and higher standards amongst auditors
* Raise the bar on what “passing” a TPR means
* Introduce Google ratings as a scored Customer Satisfaction rating

**TPR Auditor Procedures**

* Auditors will attend 2 in-person and 2 Zoom calibrations each year to dial in alignment on how each item on the TPR is scored
* Auditors will place online orders to evaluate product, in addition to the regular product made during the audit
* FBCs required to do 2 unannounced audits at each store each year

**Scoring/Passing**

* Pass Criteria
	+ Overall score above 80%
	+ No categories below 70.0%
	+ No more than 1 category below 75.0%
	+ No categories under 80% three or more audits in a row
	+ Any failure requires completion of a defined remediation plan
* Punitive scoring when a category is failed
	+ Subtract 3% from overall score for every failing categories

*\*Stores that don’t pass a TPR will be required to complete a TPR Recovery Plan*

**Customer Satisfaction scoring (Google ratings)**

In addition to the scoring criteria, Toppers will provide a posting that outlines how to rapidly increase Google ratings. FBCs and PPI Supervisors will be well-versed in these processes.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 25 | 10 | 0 | Critical |
| Q1 (no pts) | 3.8 and above  | 3.6 – 3.7 | 3.5 or below | 3.4 or below |
| Q2 | 3.8 and above  | 3.6 – 3.7 | 3.5 or below | 3.4 or below |
| Q3 | 3.8 and above  | 3.6 – 3.7 | 3.5 or below | 3.4 or below |
| Q4 | 3.9 and above  | 3.7 – 3.8 | 3.6 or below | 3.5 or below |
| Q1 2022 | 3.9 and above | 3.7 – 3.8 | 3.6 or below | 3.5 or below |
| Q2 2022 | 4.0 and above | 3.8 – 3.9 | 3.7 or below | 3.6 or below |